

# JOSH AWTRY

NATIONAL MEDIA STRATEGIST AND DATA ANALYST |  
EDITOR AND JOURNALIST | LEADERSHIP AND CHANGE COACH

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**SUMMARY:** A 25-year media veteran, content strategist and team builder proficient in transforming legacy organizations from static processes to cultures of sustainable innovation and dynamic success. I build high performing operations through talent development, audience aware data analysis, and top-tier written and verbal leadership skills.

## Senior Vice President of Audience

**Employer:** The Hill / Nexstar, May 2022 - present

- Trained staff on new tactics and beats to deliver the **highest audience reach** in 2 years. Trained content org on quality journalism techniques, boosting monthly **visit duration by 25%** in just 6 months.
- Implemented new org structure to **increase effectiveness**, staff retention and development across 70 FTEs.
- Fostered **data awareness** and democratization, training content org to use real-time analytics tools and creating custom dashboards. Used NLP to surface under- and over-performing topics.
- Led cross-divisional effort with sales and marketing to **relaunch newsletter portfolio** with improved topics, refined visual appeal, greater advertising potential and 25% higher clickthrough.

## Vice President of Content Strategy

**Employer:** Gannett / USA Today Network, Jan. 2016 - May 2022

- Promoted within Gannett to extend strategy across Gannett's network of 200+ news operations and at USA TODAY. Coached journalists across the country to improve workflow, processes, journalism and audience funnel tactics.
- Created an entirely new field of study in Gannett, culminating in the creation of a 20-person **content strategy analysis** team. Led training of the team's skills in data science, trend analysis and lateral management.
- Helped Gannett achieve a milestone of **1.5 million digital subscribers** and reach of 140 million people per month through unique journalism, sophisticated analysis and unique content offerings.
- Led the introduction of premium, subscriber-only journalism from a business and strategic quality perspective. **Premium journalism** now represents Gannett's largest consumer revenue acquisition strategy at more than 35%.
- Sought after speaker for **global conferences** on future sustainable journalism models.

## Vice President for News, Gannett Carolinas

**Employer:** Gannett, Jan. 2014 - Jan. 2016

- Pioneered new community journalism efforts, building models that would later serve as national templates. Laterally led a corporate team to develop next-generation practices. **Tested new roles** to deepen engagement.
- Managed **more than 75 journalists** across two states and three daily news operations.
- Demonstrated 54 percent YOY growth in **paid digital subscriptions** while achieving 23 percent digital audience growth.
- Co-developed PressBox, a new **democratized data software tool** for reporter effectiveness.

## Executive Editor, The Coloradoan

Employer: Gannett, Dec. 2011 - Jan. 2014

- Named Gannett's **Innovator of the Year** for transforming the Coloradoan into one of the best community outlets in the nation. Received back-to-back accolades as Innovator of the Year in 2012 and 2013 from Colorado Press Association.
- Demonstrated readership growth in **deep enterprise journalism**. In one year, traffic to paid subscriber site exceeded free site traffic counts.
- Reorganized news team around an **audience listening and outreach** strategy to maximize resources.

## Editor, The Times-News

Employer: Lee Enterprises, Feb. 2011 - Dec. 2011

- Led the news outlet to an all-time **audience record** and quarterly all-time readership record.
- Created and implemented a **print redesign** that maximized use of staff resources and newsprint while retaining flexibility and editorial creativity.
- Greatly increased engagement between the newsroom and the public through outreach and service organizations.

## Software skills:

- Advanced proficiency in **Adobe Creative Suite**, specializing in Photoshop, Illustrator and InDesign
- Advanced **Microsoft Office**, including proficiency developing Excel-based tools via VB script and Powerpoint, including advanced application of data visualization
- Analytics suites and tools, including **Looker, Google Data Studio, Google Analytics, Adobe Analytics** and others
- Familiarity with SQL queries, basic Python and data blending techniques

## Other top-tier skills:

- Proven track record of leadership through **change management** and team motivation
- Data synthesis, **analysis** and record of driving change through customer listening
- Excellent **collaborator** on cross-functional teams and lateral/matrixed environments
- Advanced skills in **copy editing** for grammar, style and clarity of message
- Passion for clear **presentation design**, data visualization and verbal communication
- Deep experience with social media marketing, digital publishing, content development, search engine optimization and other **core digital skills**

## Education

- B.A. of Communications, journalism emphasis. Hastings College, 1998
- B.M. of Music Performance, Hastings College, 1998